



# How to Kit Get Fit With 5 Challenge

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This kit was designed for easy use in  
worksites, schools and communities.



# Frequently Asked Questions

## What is 5 A Day?

The 5 A Day for Better Health Program is a nationwide nutrition campaign to encourage Americans to eat 5 to 9 servings of fruits and/or vegetables every day. The lead federal agency is the National Cancer Institute in the U.S. Department of Health and Human Services. Partners include the:

- American Cancer Society
- Centers for Disease Control and Prevention (CDC)
- National Alliance for Nutrition and Activity (NANA)
- National Cancer Institute
- Produce for Better Health Foundation (PBH)
- United Fresh Fruit and Vegetable Association
- US Dept of Agriculture (USDA)

## How many servings do I need?

5 A Day is based on the "Food Guide Pyramid" – a component of the "Dietary Guidelines for Americans."

	Fruits	Vegetables	Total
• Children ages 2 to 6	2	3	<b>5</b>
• Children over age 6 • Teen girls • Most women	3	4	<b>7</b>
• Teen boys • Most men	4	5	<b>9</b>

## Does it have to be fresh?

Frozen, dried, and canned fruits and vegetables count, too. So does 100% fruit or vegetable juice.

## How big is a serving?

- 6 ounces (3/4 cup) of 100% fruit or vegetable juice
- 1 medium piece of fruit
- 1/4 cup dried fruit
- 1/2 cup berries or chopped fruit
- 1/2 cup raw or cooked vegetables
- 1 cup raw leafy vegetables (lettuce or spinach)
- 1/2 cup cooked vegetables or beans (lentils, pinto, kidney)

## Why 30 minutes of exercise a day?

Because it can make a difference in your health, the Surgeon General recommends that all people two years and older accumulate at least 30 minutes of endurance-type physical activity of at least moderate intensity on most – preferably all – days of the week.

## What type of exercise counts?

Here are a few examples:

- |                               |                      |                |
|-------------------------------|----------------------|----------------|
| • Walking                     | • Raking             | • Basketball   |
| • Gardening                   | • Shoveling snow     | • Football     |
| • Bicycling                   | • Stairwalking       | • Jumping rope |
| • Wheeling self in wheelchair | • Pushing a stroller | • Swimming     |
|                               | • Running            | • Dancing      |

**Do home meals count?  
What about meals  
away from home?**

All meals and snacks count. For example:

- Although fruits and vegetables are part of the school lunch, students will probably need to eat 2 to 3 servings at home each day to reach their daily recommended number of fruit and vegetable servings.
- Busy lifestyles mean that many adults eat at least one meal a day in a restaurant, cafeteria, or on the run. Try these ideas:
  - Pack a bag of carrots and a couple pieces of fruit in your briefcase.
  - Visit the salad bar at your local grocery store for a great "5 A Day lunch!" Don't forget, garbanzo and kidney beans count, too!
  - Ask for a large serving of vegetables when ordering in a restaurant.

**What about fat content?**

Your fruit and vegetable selections should be low in fat. In most cases, that simply means:

- Using a low-fat or non-fat salad dressing
- Seasoning steamed vegetables with herbs rather than butter or margarine
- Trying a low-fat stir-fry recipe

**What about avocados,  
nuts, olives, and  
coconuts?**

- Avocados, coconut, olives, and nuts cannot be promoted in association with 5 A Day by themselves as a serving because of their high fat content.
- However, products and recipes with avocados, coconut, olives, or nuts can be promoted in association with 5 A Day if they meet the 5 A Day Recipe Criteria (see next paragraph).

**What is an  
Official 5 A Day Recipe?**

All recipes associated with the 5 A Day for Better Health Program must contribute at least one serving of fruit and/or vegetable per recipe serving and may not contain more than:

- 30% of calories from fat
- 10% of calories from saturated fat
- 100 milligrams of cholesterol per serving
- 480 milligrams of sodium per serving

**Where can I find  
Official 5 A Day Recipes?**

See page 7 for a list of websites that feature official 5 A Day recipes – and more!

**What do I need to know  
about using  
the 5 A Day logo?**

- The 5 A Day logo is meant to be used for the promotion of the 5 A Day message, fruits, and vegetables. The logo is licensed. That means:
  - The logo can not be changed or altered in any way.
  - It must be used in association with products that are low in fat.
- For more details about the use of the 5 A Day logo, contact the New Hampshire 5 A Day for Better Health Program at 271-4830.



# How to Develop a Get Fit With 5 Challenge

## Planning the Challenge in Your School

The following steps should help organize your plans for holding the "Get Fit With 5 Challenge." If you have questions, call 271-4830 or 800-852-3345, Ext.4830.

## Get Administrative Endorsement

Let administration know what you are doing and get their support and endorsement. Ask if administration will sign the memo that goes to employees and families.

## Develop a Planning Team

Ask others to join you in developing and implementing the Challenge. Work together to develop a "to-do" list, set completion dates, and assign tasks. Possible team members:

- Nurse
- Librarian
- UNH Cooperative Extension
- Student/youth representatives
- Classroom teachers
- Youth clubs (4-H, Scouts)
- College students
- Food service director and staff
- Parents, grandparents, PTO, PTA
- Community nutritionists (try the hospital's outpatient clinic or community education department)

## Define the Challenge

Here are two examples:

- For one week, participants will try one new fruit or vegetable each day.
- For first week, participants will eat 3 or more servings of fruits and/or vegetables and do 10 minutes of physical activity every weekday; for the second week, participants will eat 5 or more servings of fruits and/or vegetables and do 30 minutes of physical activity every weekday.

Consider these details:

- What age groups will participate?
- What is an appropriate challenge for the age group you are targeting?
- Can all employees participate?
- Can families participate?
- When are entries due?
- What will the prizes be?
- What counts as participation?
  - Will home meals count? (see "Frequently Asked Questions" in this kit)
  - What counts as "physical activity"? (see "Frequently Asked Questions")
  - Will there be prizes for the department/group/classroom with the best participation? How will that be defined?

## Define Participation

Challenge planners often ask, must participants meet the Challenge goal? Or, attempt to meet the goal? The NH 5 A Day Program encourages an inclusive definition of participation – that is, defining participation as all who attempt to meet the goal.

## Adopt a Log

Develop (or copy an existing) log for each participant to use. For ideas, see samples in this kit.

- Keep it as simple as possible
- Consider including questions that will provide data on behavior change – see the samples in the back pocket of this kit

<b>Develop a Budget</b>	<p>Clarify all costs and how they will be covered. Be sure to include:</p> <ul style="list-style-type: none"> <li>• Paper supplies – brochures, decorations, costumes, games, flyers, certificates, posters, etc.</li> <li>• Special menu items</li> <li>• Prizes/incentives</li> <li>• Teaching materials</li> </ul>
<b>Consider Sponsorship</b>	<p>You may want to seek sponsorship to offset your costs. Be sure to give credit to the sponsor(s) of your Challenge – especially if your event is covered in the local newsletters, newspapers, radio, or television. Consider asking for gift certificates or donations from your:</p> <ul style="list-style-type: none"> <li>• Local hospital</li> <li>• Insurer</li> <li>• Book store</li> <li>• Spa</li> <li>• Fitness center</li> <li>• Sports wear shop</li> <li>• Restaurant that serves heart-healthy meals</li> <li>• Garden center</li> </ul>
<b>Set the Dates</b>	<ul style="list-style-type: none"> <li>• Avoid conflicts with other events</li> <li>• Allow time to orient all departments, families, etc.</li> <li>• Allow time to order supplies, prizes, and special menu items</li> <li>• The "Challenge Calendar" could include: <ul style="list-style-type: none"> <li>• Information exhibit table day (or week)</li> <li>• Topical days such as Vitamin A Day, Vitamin C Day, Fiber Day, and Cabbage Family Day – or, feature different produce colors each day such as red, green, yellow/orange, white/brown, blue/purple</li> <li>• Entry Deadline</li> <li>• Recognition Ceremony</li> </ul> </li> </ul>
<b>Include All Departments</b>	<p>The NH 5 A Day Program encourages programming that emphasizes active learning opportunities that support the message of the Challenge and that integrate activities into a variety of settings and formats – such as the classroom, gym, library, cafeteria, meetings, etc.</p> <ul style="list-style-type: none"> <li>• Ask others if they would be willing to support the Challenge activities: <ul style="list-style-type: none"> <li>• Physical Education Teacher or Health Educator: help with planning and implementing special activities for the week</li> <li>• Food Service Director: see "Bringing the Challenge to Your Cafeteria"</li> <li>• Librarian: feature books about fruits, vegetables, physical education, and challenge – see the "5 A Day Book List"</li> </ul> </li> </ul>
<b>Programming Ideas</b>	For programming ideas, see page 6.
<b>Notify Others</b>	<ul style="list-style-type: none"> <li>• Share Challenge details with the all departments and employees</li> <li>• If you have a cafeteria, share a copy of "Bring the 5 A Day Challenge to Your Cafeteria" (in this kit)</li> <li>• In schools, notify faculty and staff</li> <li>• In schools, notify parents with a cover memo and fact sheet – both are in this kit</li> </ul>
<b>In Schools, Include the Students</b>	<p>Include the students in the promotion of the Challenge:</p> <ul style="list-style-type: none"> <li>• Begin teaching about 5 A Day before the Challenge.</li> <li>• Ask students to color the flyers that will be used in the school.</li> <li>• Make a banner! Each student can trace their hand and draw a fruit or vegetable above each finger. Include pictures or drawings of people doing different kinds of physical activity.</li> <li>• For more programming ideas, see page 6.</li> </ul>

**Useful Handouts  
in This Kit**

- Fact Sheet
- Cover memo to parents/guardians
- Flyer for hallways
- Table tents for cafeteria and employees' lounge
- Personal Log for participants to track their progress
- Buddy pledge form to foster support systems among participants and/or family members
- Certificates

**Celebrate your success**

Hold a celebration at the end of the Challenge.

- Invite sponsors, families and the media.
- Recognize your sponsors.
- Issue a press release – see the sample in this booklet with ideas for customizing your story. This could be an assignment for older students.
- Give certificates to the participants. Create special awards such as "Showed the Most Improvement" or "The Classroom That Ate the Most Fruits and Vegetables" or "The Department with the Most Family Participation."
- If you held any contests, recognize those who participated and their entries.
- Have fun!
  - Dress up as your favorite fruit or vegetable
  - Dress in the same color as your favorite fruit or vegetable
  - Serve 5 A Day recipes
  - Sing 5 A Day songs
  - Perform a 5 A Day skit
  - Play 5 A Day games
  - Dance to songs like "I Heard It Through the Grape Vine" and the "Mashed Potato"
  - Take photos and post them on a bulletin board



# Free Program Materials

## **Order Form**

For a complete listing of free 5 A Day brochures and programming materials, see the order form in this kit or call the NH 5 A Day for Better Health Program at 800-852-3345, Ext. 4830 or 603-271-4830.

## **5 A Day Information Kit**

- "5 A Day for Better Health Fact Sheet" from the national program
- "Food Guide Pyramid" – the basis of the 5 A Day Program
- Samples of easy-to-read brochures – some can be ordered in bulk
- Ready-to-copy materials – easy-to-read fact sheets and a quiz
- "Resources for Promoting 5 A Day" – learn about free materials like posters, cookbooks, CD's, and low cost materials like balloons, pencils, T-shirts
- "5 A Day Library Materials" – a free library for you!
- "5 A Day Nutrition Education Materials" from Dole Foods Inc.

## **Newsletter**

Sign up to receive the "NH 5 A Day News" (3 issues/year) with:

- Updates on national and state 5 A Day news
- Official 5 A Day recipes
- Local program features
- Ready-to-copy handout

## **Materials with Programming Ideas**

- "5 A Day at the Worksite"
- "5 A Day at the Preschool"
- "5 A Day Across the Curriculum" – with classroom activity ideas
- "5 A Day Book List" (children's books)
- "It's an election year . . . run a produce campaign!"
- "5 A Day Knock! Knock! Bookmarks" – a ready-to-copy set of 60 different jokes with 5 A Day serving sizes – and activity ideas

## **5 A Day Library Collection**

The NH 5 A Day for Better Health Program has free-loan library materials that will enhance your 5 A Day programming.

- Your only cost is return postage and postal insurance.
- There are no costs if you order through your local public library.
- For the complete 5 A Day list, call the OCPH Library, at 800-852-3345, Ext.0562 or 7060 or 603-271-0562 or 603-271-7060.

## **Official 5 A Day Recipes**

See page 7.



# Bring the Challenge to Your Cafeteria

## **Menu Features**

Highlight tasty fruit and vegetable dishes in your menu – including snacks.

## **Publicize Menu and Event**

- Publicize school breakfast and school lunch items that highlight fruits and vegetables prepared in a variety of ways
- Emphasize how drinking 100% fruit or vegetable juice can provide the needed fuel for sports!
- Decorate the cafeteria integrating the "Get Fit With 5" theme and clip art. Use table tents, posters, special napkins and placemats. Ask students to design table tents and posters for the event.
- Include Get Fit With 5 information on the cafeteria bulletin board and in menu announcements.

## **At Worksites, Put 5 A Day on the Agenda**

- For your next staff meeting, bring a tray of cut-up vegetables or a mixture of dried and fresh fruits.
- For the next office potluck, be sure there are many different low-fat choices of fruit and vegetable dishes. Try some 5 A Day recipes.

## **At Schools, Link with Classrooms**

- Prepare a fruit or vegetable snack with one or more classrooms
- Have a math class track the number of fruit and vegetable entrees offered versus the number of servings selected by the students

## **Invite a Chef**

Invite local chefs to participate in a "5 A Day Cook Off" to draw more attention to the variety of fruits and vegetables available.

## **More Ideas**

- For more programming ideas, see page 6.
- Participants can track their consumption and activity levels online at <http://www.5aday.gov/index-5aday.shtml>

## **5 A Day Quantity Cookbook**

In autumn 2003, a 5 A Day quantity cookbook will be available. It was developed by the Bureau of Nutrition Programs and Services, NH Department of Education in collaboration with the NH 5 A Day for Better Health Program.

## **Official 5 A Day Recipes on the Internet**

- National 5 A Day for Better Health Program: <http://www.5aday.gov/>
- Produce for Better Health Foundation: <http://www.5aday.com/>
- aboutproduce.com (official recipes will have the 5 A Day logo at the end of the recipe): <http://www.aboutproduce.com/>

## **Dole's "Fun with Fruits and Vegetables Kids Cookbook"**

- For the online version, visit <http://www.dole5aday.com/>
- Elementary school teachers may order one cookbook per student (maximum 25 per teacher). Requests must be on school letterhead and include teacher's name, school address and phone number. Mail or fax your request to: Dole 5 A Day Program  
Customer Service & Fulfillment Center  
PO Box 810  
Hudson WI 54016  
Phone: 800-766-7201  
Fax: 715-386-6731

## **Team Nutrition Action Kit**

The USDA Team Nutrition Program's "Team Nutrition Action Kit" is an excellent resource for school cafeteria and school-based activities. Explore the activities, recipes and other resources at <http://www.fns.usda.gov/tn/>





# Sample Press Release

Adapt this press release to the details of your workplace, group or school and its Challenge.

To make the story unique to your school, add:

Personal success stories – include details about the benefits realized by participants

Quotes from key decision makers and students

Information about the incentives and sponsors for the Challenge

## ***[Workplace/Group/School] Met the Challenge!***

[Workplace/Group/School] met the "Get Fit With 5 Challenge!" During the week of [date], [number] employees/adults/students/youth and their families and [number] teachers and staff participated in the "Get Fit With 5 Challenge," a nutrition and exercise health promotion program. The goal of the Challenge was to encourage participants to:

- Eat more fruits and vegetables
- Become more physically active

Participants set their own goals, tracked their progress, and won incentive prizes.

Everyone was encouraged to strive to meet the national recommendations to:

- Eat 5 to 9 servings of fruits and vegetables every day.
- Do 30 or more minutes of physical activity on most, preferably all, days of the week.

"5 A Day for Better Health" is a national program to increase Americans' fruit and vegetable consumption to 5 to 9 daily servings for better health. The lead federal agency is the National Cancer Institute in the U.S. Department of Health and Human Services.

Partners include the:

- American Cancer Society
- Centers for Disease Control and Prevention
- National Alliance for Nutrition and Activity
- National Cancer Institute
- Produce for Better Health Foundation
- United Fresh Fruit and Vegetable Association
- U.S. Department of Agriculture

The NH 5 A Day for Better Health Program is in the NH Department of Health and Human Services, Office of Community and Public Health, Bureau of Nutrition and Health Promotion, Concord, NH.

Sponsors of the [workplace/group/school] Challenge included [sponsor/s].

Special programming included [specify activities].

A celebration was held at the end of the Challenge. Activities included [specify activities].

For more information about the Challenge, contact [name] at [phone] or [e-mail].